



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-01-2012 PAGE: 1 of 3

LUC MEDIA INC - 5515
ATTN: CHRIS BRIMER
25 WHITLOCK PLACE SW
SUITE # 201
MARIETTA GA 30064

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403311	10-23-2012	10-24-2012	4	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title						
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-05-2012	M (Broadcast Month, Cycle 1)							N	247006						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
1	10-29-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	15	X	X	X	X	X			6	325	6	1,950.00		
			(BOOKENDS)																			
2	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	15	X							2	325	2	650.00		
			(BOOKENDS)																			
3	10-29-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	15	X	X	X	X	X			8	750	8	6,000.00		
			(BOOKENDS)																			
4	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	15	X							2	750	2	1,500.00		
			(BOOKENDS)																			
5	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	15	X	X	X	X	X			18	750	18	13,500.00		
			(BOOKENDS)																			
6	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	15	X							4	750	4	3,000.00		
			(BOOKENDS)																			
7	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)				9	15						X		2	350	2	700.00		
			(BOOKENDS)																			
	MG Group #	Preempted	Rate Reason		MG Description				Duration													
	CM 336046	11-03-2012	(7)	350 PER SALES	2 X 15 @ \$650 M 04:00PM - 05:00PM - 11/05/12-			9	15	X								2	650	2	1,300.00	
		11-03-2012	(7)	350 PER SALES	11/05/12 (7239) (Bookends)																	
		11-03-2012	(7)	350 PER SALES																		
		11-04-2012	(9)	325 PER SALES																		
		11-04-2012	(9)	325 PER SALES																		
			Total:	1,350															Preempt Total:	-4	-1,350.00	
8	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				9	15					X			2	350	2	700.00		
			(BOOKENDS)																			
9	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)				9	15							X	2	325	2	650.00		
			(BOOKENDS)																			
	MG Group #	Preempted			MG Description																	
	336046	11-04-2012			Combined MG: Host Line: 7																	
		11-04-2012																				

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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403311	10-23-2012	10-24-2012	4	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title							
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-05-2012	M (Broadcast Month, Cycle 1)	N	247006							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
10	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	15							X	2	325	2	650.00
			(BOOKENDS)														
11	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X	X	X	X	X			16	1,100	16	17,600.00
			(BOOKENDS)														
	MG Group #	Preempted	Rate Reason	MG Description		Duration											
	336221	10-29-2012	1,100 HURRICANE COVERAGE	2 X 15 @ \$1,400 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996) (Bookends),	8	15							X	2	1,400	2	2,800.00
		10-29-2012	1,100 HURRICANE COVERAGE	2 X 15 @ \$500 Th,F 05:00AM - 06:00AM - 11/01/12-11/02/12 (6948) (Bookends),	8	15				X	X			2	500	2	1,000.00
		10-29-2012	1,100 HURRICANE COVERAGE	2 X 15 @ \$250 Su 12:00PM - 01:00PM - 11/04/12-11/04/12 (7060) (Bookends),	9	15							X	2	250	2	500.00
		10-29-2012	1,100 HURRICANE COVERAGE	2 X 15 @ \$50 S 01:35AM - 02:35AM - 11/03/12-11/03/12 (7767) (Bookends)	9	15						X		2	50	2	100.00
		Total:	4,400											Preempt Total:		-4	-4,400.00
12	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X							2	1,100	2	2,200.00
			(BOOKENDS)														
13	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
14	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X							2	1,500	2	3,000.00
			(BOOKENDS)														
15	10-29-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
16	10-29-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
17	10-29-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	7	15	X	X	X	X	X	X	X	6	2,100	6	12,600.00
			(BOOKENDS)														
18	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	15	X							2	2,100	2	4,200.00
			(BOOKENDS)														
19	10-26-2012	10-26-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	15					X			2	1,000	2	2,000.00
			(BOOKENDS)														
20	10-26-2012	10-26-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15					X			2	750	2	1,500.00
			(BOOKENDS)														

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Contract No 403311	Contract Dt 10-23-2012	Revision Dt 10-24-2012	Rev# 4	Advertiser TRIVEDI FOR CONGRESS, MANAN	Brand TRIVEDI FOR CONGRESS-CD#6	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247006	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-26-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247006					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
21	10-27-2012	10-27-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-10A SA (10928)			9	15						X		2	350	2	700.00	
22	10-28-2012	10-28-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)			8	15							X	2	450	2	900.00	
23	10-26-2012	10-26-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)			9	15					X			2	1,100	2	2,200.00	
24	10-26-2012	10-26-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)			9	15					X			2	1,500	2	3,000.00	
																Contracted Gross Total:		118	124,200.00	
																Actual Gross Total:		120	124,150.00	
																Agency Commission:			18,622.50	
																Net Total:			105,527.50	
Month/YR			Preempted	Made Good		Contract Total		Adjustments								Actual Total				
Oct 12			0.00	0.00		10,300.00		0.00								10,300.00				
Nov 12			5,750.00	5,700.00		113,900.00		50.00 CR								113,850.00				
TOTAL			5,750.00	5,700.00		124,200.00		50.00 CR								124,150.00				

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